

UW Social Media Technologies & Implementation Course

Week 5

- **Theme: Creating Experiences & Social Creative**
- **Minute Paper Updates**
- **Groundswell Discussion**

October 31st, 2012

Instructor: Blake Cahill @bcahill

Assistant: Derek Belt @derekbelt

Housekeeping

- Sample of Final report up on wiki
- UW has asked if a photog can come in next week for some pictures of our class for a brochure. If not ok just email me or Derek
- Class ending at 8PM tonight add 30 minutes this week and 30 minutes to the 27th class.

Around the Social Media Space This Week - #WINNING

#SANDY

Around the Social Media Space This Week - #FAIL

#AMERICAN APPAREL

Minute Papers Highlights

Since community managers often represent the face of the company it is critical they have an understanding of the products and services offered by their company. If you are a community manager for a software company e.g. and your audience are software developers, you will need to be able to “speak their language” and a lot of your time initially will be invested in establish your “community creds”.

Community managers represent the voice of the people to the company. They must be able to understand and own the customer point of view. It seems a natural evolution, especially if you are interacting with your customers at the magnitude that social media provides.

A Community Manager is like a party host –There’s a lot of planning and work behind the scenes to create a special, personal moment between herself (her brand) and her guests. A great host will spend days preparing and cleaning, checking off her grocery list, cleaning list, music list, then welcome her guests with open arms, pour them a cocktail, tell them where the bathroom is, refill water glasses, play music, talk to Jim about his dog and Sue about her new job, introduce people to each other, share her recipes and then call them a cab to get home. She has created a place where everyone is welcome and comfortable while carving out time for one on one mo

Guest Speakers: Coming Soon....

- Analytics Speaker from Banyan
- Dry Soda
- Facebook
- Icanhazcheezburger.com
- Potentially Blue Nile...awaiting final confirmation
- Working on Opposing Viewpoints too

Groundswell Discussion

Discussion!

Week 5:

Creating Experiences & Social Creative

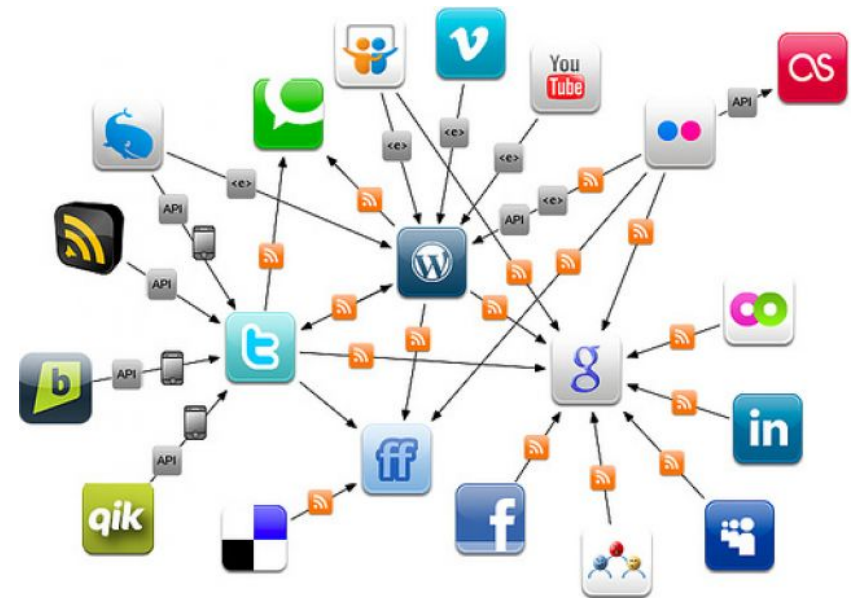
Recap/Introduction

As discussed, the barriers and costs for entry in social media are low.

It's a long-term commitment that involves:

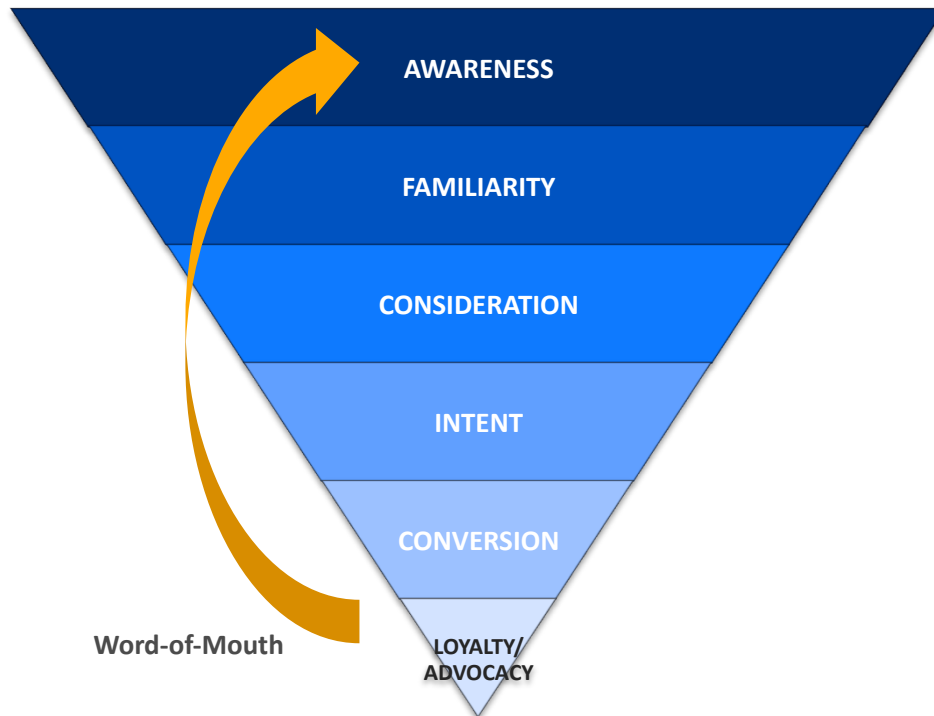
- Time
- Planning
- Resources
- Patience
- RESULTS

New quote: Social Media is like getting a free puppy...



Social Media & The Marketing Funnel

The Role of Social Media Within the Marketing Funnel



- Marketers now face the challenge of implementing a multitude of tactics to reach and engage the audience at the right time.
- Social media plays an integral part in several of the key phases including Awareness, Familiarity, Consideration, Intent, Conversion and Advocacy.

Creating Social Experiences Framework

Doesn't
Everything Just
Go Viral?

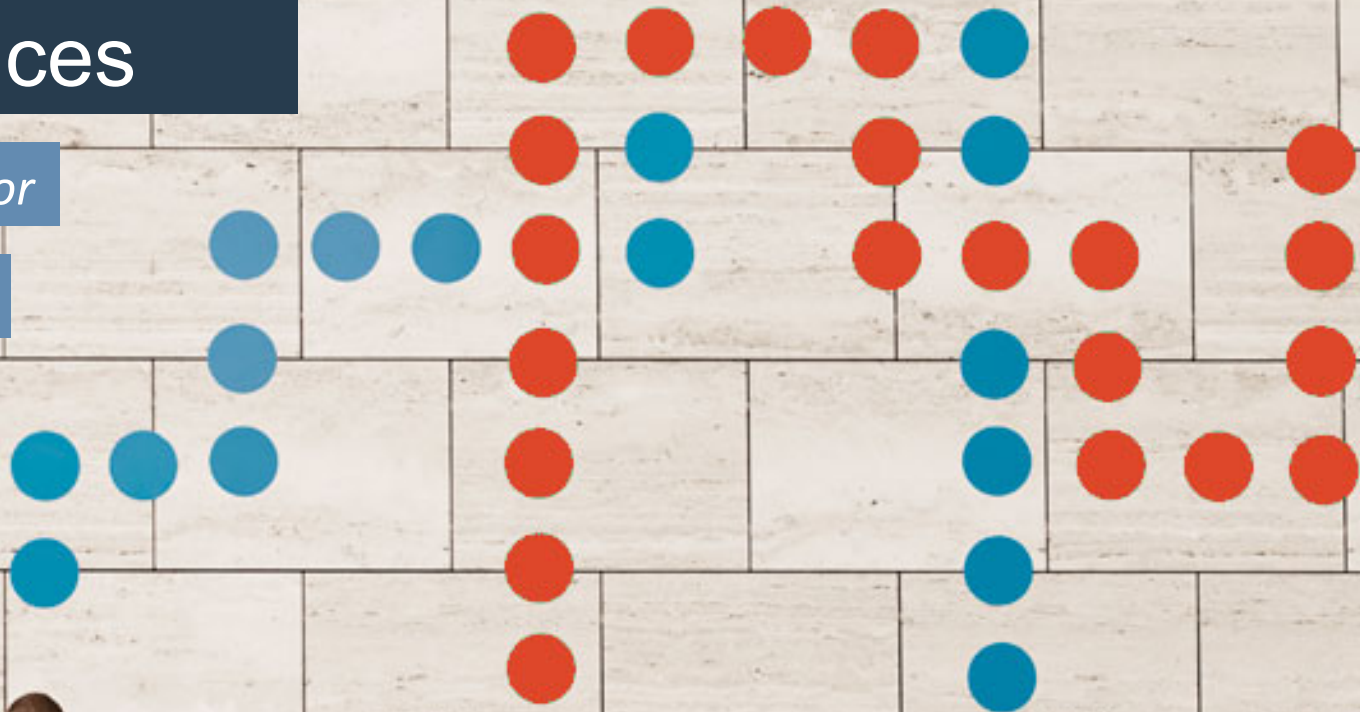


Social Experiences

Focus on social as a *behavior*

Unique digital experiences
with social at the core

Boosts engagement,
targets audiences &
helps position brands



Have a Process/System

Track Trends

Brand Goals

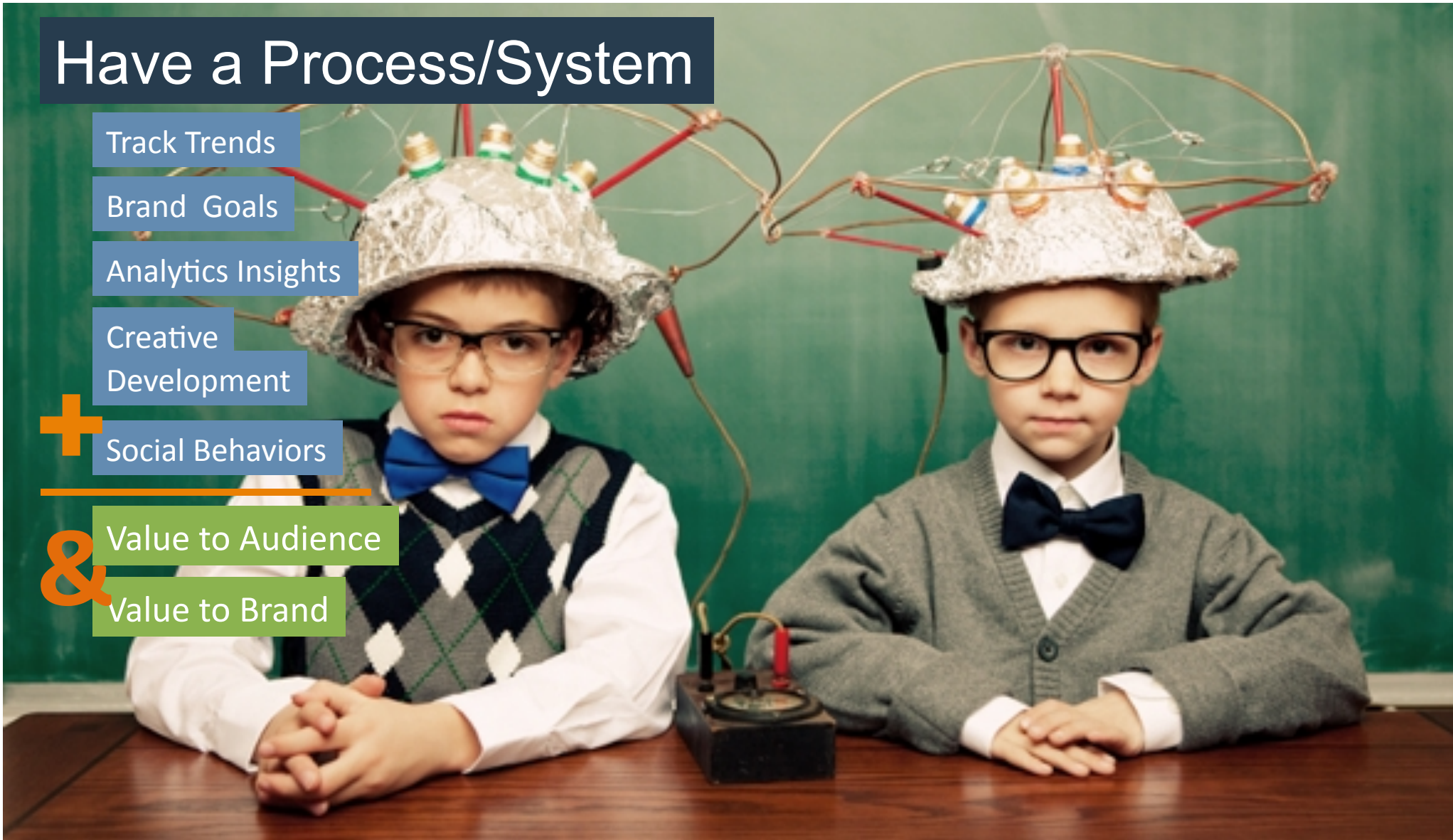
Analytics Insights

Creative
Development

Social Behaviors

Value to Audience

Value to Brand



What's Included in Social Experiences?

Games & Applications

Websites & Microsites

Mobile Apps

Social Contests & Promotions

Sharable Content & Experiences

Commercials & Videos

Social Branding

Case Studies/Examples:

Hartz / *Whack the Crate*

Created interactive *Whack the Crate* game on Facebook to promote new line of pet toys based on the popular *Angry Birds* games

Game was played over 117,000 times & generated over 20 million impressions

Average user came back to play 8 times



Mitsubishi



[https://www.facebook.com/
Mitsubishi/
app_354131687994893](https://www.facebook.com/Mitsubishi/app_354131687994893)



**MITSUBISHI
MOTORS**

Dreaming Tree / Organic Fan Growth

A man with a beard and dark hair is seated at a table, looking towards the left. The table is set with several glasses and lit candles, creating a warm, intimate atmosphere. The background is softly blurred, showing other people and lights.

Asked fans to share stores & photos
of things we knew they loved

Reach & Engagement increased
by nearly 600%

Facebook fans doubled to
20,000 in 3 months

Grey Poupon

Asked fans to approve if they can be a fan

https://www.facebook.com/greypoupon/?sk=app_282915998480785



Cruise Line / *Meet Me in Tahiti*

Facebook enabled microsite let users check-in to Tahiti with friends to see the sites & share postcards from their trip

Won *Travel + Leisure* SMITTY Award for best social media promotion



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IN TRAVEL +
TOURISM
AWARDS**



Happy Halloween

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